

Customer Service:



Provided to a government body which resulted in quantifiable efficiency gains.

Summary

Our London based client runs the National Training Awards on behalf of the Department for Education and Skills. In order to make efficient use of their resources, our client outsourced the key front end functions of enquiry and query management to our contact centre. Using our integrated infrastructure and expertise, Motivation delivered voice and database driven inbound and outbound services to prospective entrants, via a free phone hotline and through the client's web enquiry system.

Background

Winning National Training Awards are the UK's number one accolade for businesses, organisations and individuals who have achieved lasting excellence and success through training and learning. Our client runs the National Training Awards on behalf of the Department for Education and Skills for many years.

Brief

The National Training Awards manages a support system for all potential entrants, which is based around a free phone hotline. Individuals and businesses can phone up to ask questions, request an entry form or pack, book onto a workshop or request help with their entry from a mentor. The client required an organisation to manage this hotline and all related work, as well as outbound telemarketing at specific times within the application process.

Solution

Motivation manages a range of activities to deliver the specialised service, which includes:

- *Set up and management of a free-phone hotline on a constant basis*
- *Carry out telemarketing to encourage entries*
- *Send out entry forms, packs and other information as requested by potential entrants*
- *Take bookings for workshops*
- *Take bookings for mentors*
- *Make sure all contact history with potential entrants is logged on the database and kept up to date on daily basis*
- *Receive e-mails from potential entrants, log onto database and carry out requests*

Motivation delivers an exceptional service, which justified the client's strategic decision to outsource the crucial front end activity.

Marketing Manager

"Motivation offers a very professional and efficient service, whilst working within agreed time scales. Without their expertise we would not be able to provide the level of customer service our award entrants expected. I wouldn't hesitate to recommend Motivation to any organisation that has a requirement for outsourcing a comprehensive solution for project management."